

October 4, 2002

Ms. Marlene H. Dortch
Commission Secretary
Federal Communications Commission
445 12th Street SW, CY-B402
Washington DC 20554

Re: Proceeding 02-306

Dear Ms. Dortch:

The Valley Industry & Commerce Association (VICA), a prominent and respected non-partisan business advocacy organization, respectfully urges the Federal Communications Commission to approve SBC Pacific Bell's application to provide long distance service.

Founded in 1949, VICA's mission is to encourage and enhance the economic vitality of the San Fernando Valley by advocating on behalf of its business community. The San Fernando Valley region, which is a part of the City of Los Angeles, also includes the cities of Burbank, Glendale, Calabasas, San Fernando and Hidden Hills. VICA's members employ more than 300,000 of the 1.6 million residents in the region.

Over the years, VICA has taken a close look at the long distance issue and concluded that SBC Pacific Bell's presence in the long distance marketplace will compel other companies to be more competitive and innovative, all for the benefit of our over 300 members, ranging from one-person firms, to companies employing tens of thousands of people.

VICA's members are eager to join other businesses across the country that have seen cost savings and one-stop shopping simplicity when a state's long distance market is open to full competition for all telecommunications companies. VICA also believes the entry of SBC Pacific Bell into long distance will provide a sorely needed stimulus for California's ailing economy.

As a company, SBC Pacific Bell has demonstrated solid leadership in our organization and in our community. VICA would expect no less of it as a telecommunications company providing local *and* long distance service to the people of California.

Sincerely,

Bonny L. Herman
President & CEO